



# 2010 CENSUS: IT'S IN OUR HANDS

## *What Community-Based and Social Service Organizations Need to Know*

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As a community-based or social service organization, you have a unique and trusted connection to the people you serve. As a 2010 Census partner, you can help convey the importance of participating in this historic event and to ensure no one is left uncounted. **Achieving a complete and accurate 2010 Census is in our hands.**

### The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

### It's in Our Hands: Your Participation in the 2010 Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide local decision-makers in important community planning efforts, including where to build child-care and community centers.
- ▲ Community planners and governments rely on census data to determine where there is the most need for additional social services and who gets needed funding, such as community development block grants.
- ▲ Census data can help you estimate the number of potential volunteers in your community, the number of residents who may need your services, and can help in writing better proposals for grants.

### Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

[www.census.gov/2010census](http://www.census.gov/2010census)



## 2010 CENSUS: *Frequently Asked Questions*

### **Why should members of community-based and social service organizations participate in the 2010 Census?**

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ Government officials use census data to allocate funding and grants to high-need areas and non-profit organizations.

### **How will the 2010 Census differ from previous census efforts?**

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

### **Will the information the Census Bureau collects remain confidential?**

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

### **Why are community-based and social service groups so important to the 2010 Census?**

More than 140,000 organizations supported Census 2000, including community-based organizations, state and local governments, faith-based organizations, schools, media, businesses and others. Through partnerships, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As a trusted partner, you can convey the importance of the census, particularly to community members isolated by language or geography. For example, you can refer applicants for census jobs, include census information on bulletin boards and in newsletters, and provide space for census activities.

### **2010 Census Timeline: Key Dates**

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address list nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers needed for peak workload in 2010.
<b>February – March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>April – July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to President for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.

**For more information about the 2010 Census, please go to [www.census.gov/2010census](http://www.census.gov/2010census).**